

**PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:
Scott J. Swartz
Tamera Alwine

Serial No.: 10/002384

Filed: October 26, 2001

For: Method for Marketing Demographic-
Directed Printed Media

§ Atty. Docket No.: SJSPAT001US
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§ Group No.: 3624
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§ Examiner:
§
§

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

**SUBSTITUTE POWER OF ATTORNEY AND
REVOCATION OF PRIOR POWERS**

As Inventors of the above identified patent application, all powers of attorney previously given are hereby revoked, and the following attorney is hereby appointed to prosecute and transact all business in the Patent and Trademark Office connected therewith.

John R. Casperson, Reg. No. 28,198

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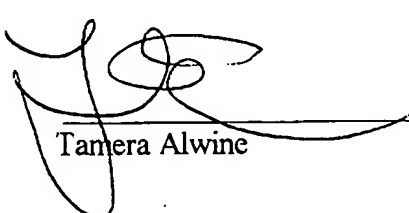
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Scott J. Swartz

5-21-03
(date)


Tamera Alwine

5-21-03
(date)

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Examiner:

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**CERTIFICATION OF FACSIMILE TRANSMISSION**

I hereby certify that the following papers are being facsimile transmitted to the Patent and Trademark Office, FAX NO: 703-306-4195 on the date shown below.

1. A Power of Attorney with change of correspondence address and revocation of prior powers.

(2 pages including cover)

21 May 2003
(Date)


John R. Casperson Reg. No. 28,198

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